**MR2300 - Marketing Research**

**Exam Preview**

**Scheduled Exam Date: Tuesday, October 25 – in the class slot - 2 hours**

Format: The examination will be made up of 2 parts.

• Part 1 @ 50% consists of 50 Multiple Choice questions. (3 Bonus)

• Part 2 @ 50% consists of short answer questions. A Choice of 5 of 6 questions answer in the space provided being sure to clearly demonstrate an understanding and appreciation for the topic.

* Define Marketing Research
* Define the Marketing Concept
* Explain the role of research in marketing strategy
* Identify the criteria used to determine when marketing research is needed.
* Describe the characteristics of valuable information
* Describe the three basic types of Marketing Research
* Outline and discuss the stages of the research process
* Identify the ways which marketing research departments are organized.
* Discuss the ethical implications of Marketing Research and the rights and obligations of the parties involved.
* List and describe the stages Marketing Research Process and then discuss the importance of each stage to the overall process.
* Classify marketing research as either exploratory research, descriptive research or causal research
* Differentiate between Qualitative and Quantitative Data.
* Define exploratory research and discuss its purpose(s).
* List and Describe the various types of Qualitative research tools
* Describe the Advantages and Disadvantages of Focus Groups.
* Discuss some of the modern technology used in Qualitative Research
* Discuss the Advantages and Disadvantages of Secondary Data in Marketing Research
* Discuss the typical objectives in Secondary Research designs.
* Discuss a) Internal Sources and b) external sources of secondary data
* Discuss the advantages and disadvantages of surveys.
* Discuss and describe the key sources of survey error
* Discuss the advantages and disadvantages of Personal Interviews.
* Discuss the advantages and disadvantages of using self-administered questionnaires.
* Discuss the techniques employed to increase response rates in mail surveys